FCC Form 301 Section II Question 6, Item 7

EXHIBIT 2

Mr. Ojeda currently produces and presents a weekly Spanish language radio program that is aired on KLEA(AM), Lovington, New Mexico, pursuant to a lease arrangement. Mr. Ojeda holds no ownership interest in KLEA(AM), nor is he employed by the station.

While Mr. Ojeda's program production activity does not constitute a cognizable media interest, it is being reported in the interest of full disclosure. Mr. Ojeda intends to sever his relationship with KLEA(AM) in the event that Ojeda Broadcasting, Inc.'s application is granted.

FCC Form 301 Section II Question 8(a)

EXHIBIT 3

Perla Acosta Ojeda and Hermilio Ojeda, the sole principals of Ojeda Broadcasting, Inc., are wife and husband.

FCC Form 301 Section II Question 9

EXHIBIT 4

	In	the	event	t that	the	appl	icati	on of	Oj€	eda 1	Broad	dcast	ing,
Inc.	is	gran	ted,	Hermil:	io Oj	eda	will s	sever	all	con	nect	ions	with
<u>St</u> ati	ion	KLEA	(AM).	Lovino	rton.	New	Mexic	o. pr	ior	to t	he i	nitia	tion

FCC Form 301 Section II Question 11(b)

EXHIBIT 5

The Applicant will rely, in part, upon the jointly held marital assets of Perla Acosta Ojeda and Hermilio Ojeda to finance the construction and operation of its proposed station.

The Ojedas will jointly contribute \$20,000.00 of the estimated \$100,000.00 that will be required to construct and operate the proposed facility. As stated in Exhibit 1, Mr. Ojeda is a resident alien of the United States, who intends to apply for U.S. citizenship within the next 2-3 weeks.

SECTION III - FINANCIAL QUALIFICATIONS

NOTE if this application is for a change in an operating facility do not fill out this section.

L	The applicant	certifies that sufficient	net liquid assets are or	hand or that sufficient	funds
	are available	from committed source	s to construct and open	ate the requested facilit	ies for
	three months	without revenue.			

X Yes No

2. State the total funds you estimate are necessary to construct and operate the requested facility for three months without revenue.

100,000.00

3. Identify each source of funds, including the name, address, and telephone number of the source (and a contact person if the source is an entity), the relationship (if any) of the source to the applicant, and the amount of funds to be supplied by each source.

Source of Funds (Name and Address)	Telephone Number	Relationship	Amount
Perla Acosta Ojeda Hermilio Ojeda 110 South Willow Hobbs, New Mexico 88240	(505) 393-8053	principals	\$20,000
United Mexico Bank D. Kirk Edens Executive Vice President P.O. Box 1290 Hobbs, New Mexico 88241	(505) 397-3271	banker	\$80,000

EXHIBIT 6

Program Service Statement

The Applicant will carry programming responsive to issues of public concern in the station's service area, with a particular emphasis on issues of concern to the underserved Hispanic community of Hobbs, New Mexico, and the surrounding area.

The Applicant will incorporate both national and local news into its daily programming, as well as public service announcements and editorials. A significant portion of the Applicant's news programming will address local and regional matters.

The Applicant will meet its obligations with respect to the Federal Communications Commission's political broadcasting rules, as well as all other rules and policies adopted by the Commission that relate to programming.

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September 16, 1991

United New Mexico Bank at Lea County Main Office Post Office Box 1290 Hobbs, New Mexico 88241-1290 Telephone 505 397-3271/6526

Perla Acosta Hermilo Ojeda Ojeda Broadcasting, Inc. 110 South Willow Hobbs, NM 88240

Dear Mr. and Mrs. Ojeda:

I was pleased to meet with you last week to discuss your application with the Federal Communications Commission for a construction permit to build and operate a new FM radio station in Hobbs, New Mexico. Based upon our conversation regarding your plans for the station, as well as your long-standing relationship with the bank and my review of your present financial condition, I am writing to provide you with "reasonable assurance" of our willingness to consider a loan to you in the amount of \$80,000.00 to finance the construction and initial operating expenses of the proposed station.

Although the exact terms and conditions of the loan will be negotiated at the time you submit a formal application for approval, if the loan were to be made today I anticipate that it would include the following terms and conditions:

- 1. The loan would be repayable over a term of 3-7 years, with principal and interest payments due on a monthly basis.
- 2. Interest on the loan would be at the minimum rate of 3% above national prime rate, floating, which presently is 8%.
- 3. The loan would be collateralized by a security interest in the station's assets, as well as such other collateral as we may deem necessary, including cash deposits, C.D.'s and/or any real estate you or the corporation may own.

Our willingness to make the contemplated loan is subject to the condition that all reasonable and ordinary credit criteria of the bank are met at such time as you (a) have received FCC authority to construct the station and (b) submit a formal application to the bank seeking a commitment. The precise terms of the loan would, of course, be determined by the credit conditions prevailing at the time the loan is extended.

Perla Acosta Hermilo Ojeda September 16, 1991 Page 2

We understand that the FCC does not require of the bank a contractually binding commitment to make a loan, and this letter is not intended to be such a commitment. We do, however, intend by this letter to provide you with reasonable assurance of our willingness to consider a loan to you, subject to the terms and conditions stated above.

We look forward to assisting vou_in conjunction with this project.

AFFIDAVIT OF PERLA ACOSTA OJEDA

- I, Perla Acosta Ojeda, hereby declare as follows:
- 1. I am the President, Treasurer, Director and 80% stockholder of Ojeda Broadcasting, Inc. ("OBI"), the sole applicant for a new FM radio station on Channel 243A in Hobbs, New Mexico. I am the person who certified OBI's financial qualifications when I originally filed for the Hobbs facility on July 5, 1991, as an individual applicant.
- By way of background, I am a 33 year old Mexican-2. American female and I have resided in Hobbs, New Mexico, for my entire life. My husband of 13 years, Hermilo Ojeda, also is Mexican-American and has resided in Hobbs since 1968. Together, we have three children, two boys and a girl. Consistent with our belief that people have an obligation to improve the lives of those around them through community service, Hermilo and I have been actively involved in a variety of community activities through the years. For example, for the last nine years I have been an active member of the Hobbs Parent Teachers Association, serving as its President from 1989 through 1990. Additionally, since 1988 I have been a voting member of the Hispanic Awareness Council, a local organization that seeks to promote Hispanic awareness concerning educational issues and politics. since 1980 I have been a principal organizer of the Cinco De Mayo Festival, an annual cultural event that celebrates Mexican Independence. Hermilo is a past President of the Downtown

Lion's Club, and also is the current President of the Hispanic Awareness Counsel, with which he has been actively involved since 1988. Additionally, he is a past Board member of the Hobbs Chamber of Commerce, and he served as Chairman of that organization's Community Liaison Committee, which functions as a vital communications link between the Chamber and the local Hispanic community.

My husband and I both have substantial broadcast 3. experience. From March 1979 through April 1985 I was employed at Station KHOB(AM) Hobbs, New Mexico, where I performed voiceovers and production work for commercials and where I was responsible for billings and collections. Then, from June 1985 through October 1986, I was employed at Station KUUX(AM) (now Station KKEL(AM)), Hobbs, New Mexico, where again I performed production, billing, and collections work. Moreover, as reflected in the article attached to this affidavit as Appendix A, my husband has been involved in radio since 1973 and, since 1986, he and I have been leasing air time on Station KLEA(AM), Lovington, New Mexico, in order to provide Spanish language programming to the citizens of Lovington and the surrounding area, including Hobbs, under the banner "Radio Mexicana: the Voice of the Hispanic Community." My husband hosts and produces the show and sells advertising time, and I am responsible for sales, billings and collections, and production work. While we have been very successful with these operations, it has always been our dream to own and operate a Spanish language radio station licensed to our home town of Hobbs.

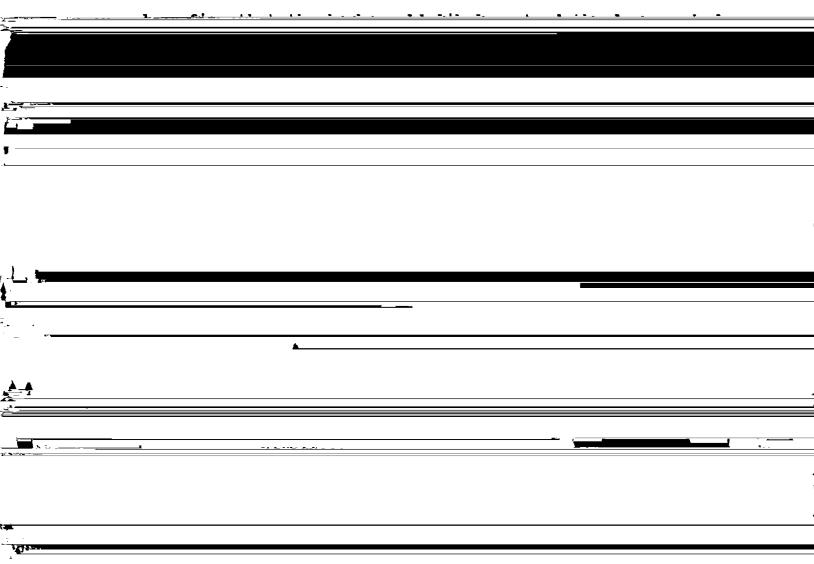
cover our expenses. Although I was generally familiar with our financial situation, upon taking stock of our finances I was surprised to learn that through the years we had saved over \$55,000 that could be used to meet our \$50,000 estimated expenses. Since all our assets including our home, are owned

business account there (of which I am a signatory), and we have opened a corporate account there for OBI. Moreover, we have received several small loans from the bank in the past, ranging from \$1,000 to \$5,000, but they were paid back quickly.

At the outset of our meeting with Mr. Edens, we explained our desire to construct and operate a Spanish language radio station in Hobbs and discussed the need for such a station in the market, which is approximately 46% Hispanic but has no local Spanish language radio station. We told Mr. Edens about how successful we had been programming and selling air time on Station KLEA(AM), and we described our broadcast experience dating back to 1976 for me and 1974 for Hermilo. discussed our operating plans for the Hobbs facility, including our plan to work at the station and to operate it as a local Spanish language station. Although we told Mr. Edens that the total cost of the facility would be approximately \$100,000, that figure was well over the amount we estimated we would need to cover our actual start-up costs. We informed Mr. Edens that we were planning to invest approximately \$40,000 in the project ourselves, and we reviewed with him our financial situation at the time, including our cash reserves and other available collateral such as our home. Additionally, we discussed with him the terms under which the bank would likely be willing to make the requested loan, including the bank's then prevailing interest rate, its general collateral requirements, and the

probable term of the loan, which I recall Hermilo saying we wanted to limit to roughly three years because we do not like long term debt.

10. Following these discussions, Mr. Edens assured us that, based on the information we had provided, he believed we would likely have no problem getting the requested loan. He then invited us to submit a formal application to initiate the review process. However, we explained that we had not yet applied to the FCC for a license to operate the station and that the application process could take some time. Therefore, we asked Mr. Edens to draft a simple letter to evidence our visit



we had taken all the steps necessary to establish our financial qualifications before I signed the application. It was never my intention to falsely certify or misrepresent our financial qualifications to the FCC, and I signed our application in good faith and without any intent to deceive.

I hereby certify under penalty of perjury that the statements contained in this Affidavit are true and correct to the best of my knowledge and belief, and are submitted in good faith.

Perla Acosta Ojeda

STATE OF NEW MEXICO)

COUNTY OF LEA)

Sworn to and subscribed before me this graph day of May, 1993.

Notary Public
DAVID NNCHONDO

My commission expires July 23rd, 1996

APPENDIX A

"Hobbsan takes to the 'Waves,'" Hobbs Daily News-Sun, January 6, 1992: vol. 64, No. 282, pg. 1

Hobbsan takes to the 'waves'

By ANDREA DODSON



Spanish radio broadcast delivers message to area

Continued from Page 1

senior Ojeda moved the rest of his family from Mexico to Hobbs. Hermilo was the last to arrive, he said, because he was doing well in school in Mexico and his father wanted him to graduate before leaving.

When the younger Ojeda arrived in Hobbs, he enrolled in Hobbs High School and received a diploma from here as well.

But that is not where Ojeda got his start in the radio business. His career as a disc jockey did not begin until 1973, when he approached station KHOB in Hobbs and inquired about the absence of a Spanish radio program.

He was told there was no such program because no one wanted to do it. The managers at KHOB offered to teach Ojeda how to run the electronic boards so that he could do a Spanish

expanded to six hours and, after one year, it was an eight-hour program.

Success lasted until the oil bust of the mid-1900s caused KHOB to close its doors.

In 1986, Ojeda talked to the managers at KLEA radio in Lovington.

Ojeda requested and received Saturday morning and afternoon for his program. "I believed that was the best time," Ojeda said.

ere as well.

Ojeda broadcasts his show from his
But that is not where Ojeda got his
art in the radio business. His career

Ojeda broadcasts his show from his
home at 110 S. Willow St. in Hobbs
and leases air time from KLEA.

"It's been wonderful," Ojeda said.
"People are real supportive," he added. "Sometimes I have more sponsors than I can handle and have to turn down advertising."

Although Ojeda's show is broadcast over KLEA airwaves, the show is known as "Radio Mexicana: The Voice of the Hispanic Community."

· Ojeda estimates that, when he

"Besides entertainment, I believe my show has been educational," Ojeda said. "I like to have interviews," including talks with Hispanic doctors and programs on health care and issues relating to the Hispanic community. "We've been very active in AIDS issues," Ojeda said. "At one time, we couldn't even bring it up," he said. "Even the word sex was taboo for the older generation."

Now, said Ojeda, he is able to discuss sex and AIDS on the show.

His show frequently addresses educational issues such as the school dropout rate, and he encourages students to go on to college and mentions the possibilities of scholarships and other financial aid. "You always have to have a goal to look forward to," Ojeda said.

In addition to his radio program, Ojeda has a full-time job as a printthe most basic things and continued to work his way up. "It was fascinating," he said, "I wanted to learn more."

Ojeda said his employer has been helpful with his career as a disc jockey, letting him work 40 hours in four days instead of five in order to have Monday off to sell advertising for his show.

"I believe this community has been very good to me and my family," he said.

The issue of drugs also is one which Ojeda addresses on his program. "I'm proud of the fact that I do not play songs that make drug dealers look good." Ojeda said.

According to Ojeda, more teenagers are becoming involved with Spanish music. "I hope my show had something to do with it," he said.

Ojeda is a past president of the Downtown Lions Club and is a member of the Hispanic Awareness

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Available Cash Deposits as of July 1, 1991

Page 1 - United New Mexico Bank ("UNMB") joint checking account summary through 6/11/91.....\$ 1,437.61 UNMB account summary for Hermilo Ojeda dba Radio <u> Page 2 - </u> Mexicana through 6/28/91.....\$ 4,543.11 UNMB CD Summary through 8/31/92 Page 3 -CD #1: date opened - 6/27/88 a. Value as of 7/1/91 - at least.....\$ 5,000.00 $\frac{1}{2}$ CD #2: date opened - 9/19/88 Value as of 7/1/91 - at least.....\$ 5,000.00 $^{2/}$ CD #3: date opened - 7/31/89 c. Value as of 7/1/91 - at least.....\$10,000.00 $\frac{3}{2}$ SunWest Bank of Hobbs CD summary through 8/31/92 Page 4 -CD #1: date opened - 6/11/90 Value as of 7/1/91.....\$10,000.00 CD #2: date opened - 6/10/91 b. Value as of 7/1/91.....\$10,000.00 Pages 5-7 - Lea County State Bank CD summary through 9/1/92 a. CD #1: date opened - 10/22/90 Value as of 7/1/91 - at least.....\$10,000.00

Total Available Cash Deposits as of July 1, 1991......\$55,980.724/

^{1/}The CD was opened with a deposit of \$5,000. The attached account summary shows the CD's current value with accrued interest.

^{2/}The CD was opened with a deposit of \$5,000. The attached account summary shows the CD's current value with accrued interest.

^{3/}The CD was opened with a deposit of \$10,000. The attached account summary shows the CD's current value with accrued interest.

^{4/}This figure does not include interest that accrued on either the UNMB or the Lea County CD's between the respective dates they were opened and July 1, 1991.

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